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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250-1340 (202) 720-4330

Letter No. 2613

June 4, 1993

EXPORTS AND IMPORTS HIGHER -- Fiscal Year 1993 U.S. exports are forecast at \$42.5 billion. Volume is expected to total 150 million metric tons, with gains in wheat, corn, rice and soybeans. The value of bulk exports is expected to fall slightly. Increases in high value products are expected to offset the decline in bulk exports. FY 1993 imports are forecast at \$25 billion, \$700 million higher than FY 1992. Growth in livestock and vegetable imports account for much of the gain. The U.S. ag trade surplus is expected to decrease to \$17.5 billion. **Contact: Steve MacDonald (202) 219-0822**

LESS CORN -- U.S. corn production is expected to decline nearly one billion bushels in the 1993/94 season, as compared to last year's record output of 9.4 billion bushels. Corn producers intend to plant 76.5 million acres, down 4.6 percent from last year. The higher set-aside requirement is largely responsible for the lower planting intentions. U.S. feed grain production is projected to decline 30 million tons to 245 million tons. Higher carry-in stocks will offset lower production this year. **Contact: Tom Tice (202) 219-0840.**

MORE WHEAT -- U.S. wheat production this year is projected at 2.5 billion bushels, up 2 percent from last year. Wheat acreage is unchanged. Exports are projected at 1.2 billion bushels, down slightly from last year and offsetting increased domestic use. Increased supply will lower prices. **Contact: Ed Allen (202) 219-0840.**

AND MORE COTTON -- U.S. cotton production in 1993/94 is forecast at 17.5 million bales, 1.3 million above 1992/93 production. Mill use of 1992/93 production is estimated at 9.9 million bales, up 3 percent. World supplies and aggressive foreign pricing will lower U.S. exports by 1 million to 5.7 million bales. **Contact: Robert Skinner (202) 219-0840.**

BRINGING RESEARCH RESULTS TO MARKET -- A new class of insecticides discovered by USDA Agricultural Research Service scientists is being licensed to two firms that produce commercial products. The insecticides, called fluorosulfonates, control cockroaches, ants and other insect pests that live in colonies. Worker insects bring the bait back to the nest where insects eat it and die. Products containing fluorosulfonates will be marketed in the next two years. **Contact: Robert Vander Meer (904) 374-5918.**

FOREIGN INVESTMENTS -- The world's largest foreign investor in agribusiness is the United States, totaling nearly \$46 billion. The European Community is the largest host region for U.S. agribusiness, at \$12 billion. The leading countries for U.S. global agribusiness are Canada, \$4.4 billion, and lesser amounts in the United Kingdom, Netherlands, Japan, Australia, Brazil, and Mexico at \$1 billion. A current trend in U.S. agribusiness investment abroad is the rapid expansion of U.S. fast-food chains. One company expects to open 1,000 new restaurants in foreign countries next year. Foreign investment in U.S. agribusiness, not including land, is \$39 billion. **Chris Bolling (202) 219-0668.**

AG INFO BY COMPUTER -- USDA's National Agricultural Library is now capable of receiving computer requests for reference services. The library will accept reference requests by computer over the Internet telecommunications system. The Internet address to reach the library is "agref@nalusda.gov". Call (301) 504-5204 for additional information. The National Agricultural Library is one of three national libraries of the United States. The other two are the Library of Congress and the National Library of Medicine. **Contact: Brian Norris (301) 504-6778.**

OVERWEIGHT TEENAGERS -- USDA studies show that overweight teenagers are twice as likely to be diagnosed with coronary heart disease when reaching old age than their leaner peers. Those overweight are three times more likely to have gout, six times more likely to have colon cancer, and seven times more likely to have atherosclerosis by age 73. The study by the Human Nutrition Research Center on Aging emphasizes that successful treatment of excess weight in adolescence may prevent a significant proportion of adult disease. **Contact: Aviva Must (617) 556-3325.**

RURAL POPULATION DECLINE -- A USDA study shows that less than half of all rural youth remain in nonmetro areas. Migration rates peak during the late teens and early twenties when people reach milestones that often require changes of residence, such as choosing careers, going to college, or starting families. Young adults in low-income families have less chance to take advantage of job markets through migration. Low-income families have a shorter supply of two resources needed, information about job and housing opportunities in other locations and money to cover travel costs. The study also indicates there is a high potential for increased return migration in the future when the migrants reach their late twenties and early thirties. **Contact: John Cromartie (202) 219-0535.**

RETURN OF THE ELM TREE -- Through techniques such as cross pollination and seedling selection, researchers with USDA's Agricultural Research Service have produced a hybrid elm tree that shows high resistance to the Dutch elm fungus and elm leaf beetles. Tested in five states, the hybrids resemble American elms but have the insect and disease resistance of Asian and European varieties. Several wholesale nurseries are growing the hybrids for the retail market in 1994. The widespread adaptability of the elm tree appeals to city and urban landscapers. **Contact: Laurance Schreiber (614) 363-1129.**

CUT AND SAVE AGNEWSFAX INFO -- USDA radio and television programming information and the Farm Broadcasters Letter can be obtained on facsimile machine by using USDA's AgNewsFAX. Use the telephone connected to your FAX machine to call (202) 690-3944. At the voice prompts press 1, press 4, to receive:

Farm Broadcasters Letter ---	press 9200
Radio Newslines contents ---	press 9250
TV contents billboard ---	press 9260
TV scripts ---	press 9270

then press #, press 3, and press the start button on your FAX machine.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1878 -- June is turkey lovers month. On this edition **Brenda Curtis** talks with two experts about turkey production, turkey fixins' and the many ways to enjoy this nutritious product. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1360 -- NAFTA and U.S. agriculture; meat inspection in the '90s; turkey is not just for Thanksgiving; recycling garden supplies; lawn mower safety. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1870 -- USDA News Highlights; 1994 wheat program; U.S. cotton production estimates; keeping cows cool; turkey lovers month. (Weekly reel of news features.)

NEWS FEATURE FIVE #1623 -- Switching Bt; overcoming resistance with Refugia; Appalachian water quality; caving for research; no more pepper seeds. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tuesday, June 15, weekly weather and crop update, milk production outlook; Wednesday, June 16, sugar yearbook; Thursday, June 17, Africa/Mideast outlook, cherry production; Friday, June 18, ag outlook, cattle on feed. These are the **USDA reports we know about in advance**. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.

USDA RADIO NEWSLINE (202) 488-8358 or 8359, COMREX ENCODED (202) 720-2545.
Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- DeBoria Janifer reports on Electronic Benefits Transfer, statewide in Maryland. Will Pemble looks at biodegradable products made from corn starch.

ACTUALITIES -- USDA meteorologist **Norton Strommen** on the weather and crop situation; USDA economist **Tom Tice** on feed production; USDA economist **Cathy Greene** on the agricultural outlook.

UPCOMING FEATURES -- **Lynn Wyvill** reports on food safety tips for camping; DeBoria Janifer reports on purslane research; **Pat O'Leary** reports on computer landscaping.

EVERY OTHER WEEK -- **Agriculture Update** with anchors **Eric Parsons** and **Lori Spiczka**. 4:30 of USDA farm program information in news desk format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.

OFFMIKE

FARMER APPRECIATION DAY...program series has **Jim Coyle** (KRES, Moberly, MO) on the road from mid-May to July. Jim is scheduled to visit 30 farms in 17 counties in his listening area, taping a 15-minute interview program on issues confronting the farmer and practices used to boost production. Jim says he's finding that farmers are responding to wet field conditions by increasing the use of no-till. He says the series does double duty by informing nonfarm listeners about the actions involved in producing the food that is put on the table.

WHEAT HARVEST...will get underway in early June, says **Larry DeSha** (KGNC, Amarillo, TX). Producers with irrigated wheat should do well. Most of the dryland crop has already been plowed under. Snow protected the wheat during winter months, but there was only one-inch of rain between December and mid-May. Rain finally arrived in late May, helping the corn and cotton crops. Congratulations to Larry and to **Bob Givens**, KGNC will host the 1994 NAFB South Central region meeting in Amarillo June 10-13. Larry says the previous meeting in Amarillo was in 1976.

Farm Broadcasters Letter



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Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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IT WAS LATE...but corn finally went in the ground, says **Roger Flemmer** (KFAB, Omaha, NE). Cool temperatures and wet conditions kept producers out of the fields. No switching to early varieties or to soybeans was reported. Roger says producers are expressing concern about the energy tax proposals, EPA's delayed decision on the role of ethanol in gasoline, and the agency's proposal for emission control for farm tractors.

LONDON...is on the travel schedule of **Colleen Callahan** (WMBD-AM-TV, Peoria, IL). She'll serve as a TV anchor for a special program aimed at dealers attending a meeting on July 7-11 of Pioneer Hybrid International.

CONGRATULATIONS...to **Taylor Brown** and **Rick Haines** (Northern Ag Network, Billings, MT). This summer the network will begin feeding its stations via SATCOM C-5 satellite. The uplink for a regional radio network is the first of its kind in Montana and Wyoming.

VIC POWELL *Vic Powell*
Chief, Radio & TV Division